



News from the Tobacco Prevention and Control Program

250 attend statewide youth rally

More than 250 youth from Whatcom, Skagit, King, Snohomish, Thurston, Pierce, Lewis, and Wahkiakum counties attended Tobacco Free Thurston County's second annual statewide rally, March 29 in Olympia. The event, which served as a kick-off to statewide Kick Butts Day events, was held to protest the targeting of youth by tobacco companies and the costs of secondhand smoke. Many youth wore costumes in line with the rally's theme, "Superheroes for a Smoke-free World."

Speakers at the event included members of Students Protesting Lies About Tobacco (SPLAT!), the youth coalition responsible for the rally; Dr. Diana Yu, Thurston County health officer; and a special visit from Batman and Superman. Immediately following the rally, the youth marched through the streets of downtown Olympia, and were later rewarded with a dance at the YMCA. Washington BREATHE Alliance provided grant assistance for coordination of the event.



For more information about the event or if a contractor wishes to host the event next year, contact Heather Siemers at 493-2230, ext. 19, or tobaccofree@thurstontogogether.org.

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Smoke-free rentals in demand

A survey of more than 1,000 Kitsap and Pierce county renters found a substantial number of renters bothered by secondhand smoke, and a high interest in smoke-free rental properties.

The results were announced at a press conference in late March attended by Secretary of Health Mary Selecky; Dr. Scott Lindquist, Kitsap County health officer; Dr. Federico Cruz-Urbe, Tacoma-Pierce County Health Department director; about 40 stakeholders; and representatives of five rental owner and manager associations. The goal of the survey was to determine the number of renters exposed to secondhand smoke from neighbors and outside areas, such as hallways, patios, and balconies.

The survey was a joint project of the Kitsap County Health District and the Tacoma-Pierce County Health Department, using an enhancement grant from the Tobacco Prevention and Control Program.

The research is part of a three-year project that also includes the development of a smoke-free housing registry and education for landlords and tenants. "Many landlords don't know that it's legal to prohibit smoking to protect their renters and property," said Barbara Smithson, Tobacco Health Educator, Kitsap County Health District. "We hope to educate them about their rights as property owners."

For more information, contact Barbara Smithson at 360-337-5250 or smithb@health.co.kitsap.wa.us.

Model disparities plan completed

The Tobacco Program and its partners from the Cross Cultural Workgroup on Tobacco have completed a model plan to address tobacco-related health disparities in Washington state.

In April 2001, members of diverse and underserved populations came together to identify innovative ways of reducing tobacco use within underserved populations. The resulting *Strategic Plan for Identifying and Eliminating Tobacco-Related Health Disparities in Washington State* will be submitted this month to the federal Centers for Disease Control and Prevention, which funded the national pilot project. A copy of the report will be published this summer.

Tobacco-related health disparities are the result of many differences in race/ethnicity, geography, gender, disability, sexual orientation, income, and education.

Implementing some portions of the strategic plan will require contractors to direct current activities to new audiences in future years. However, by July 1 the Tobacco Program also will contract with community-based organizations serving five underserved communities.

Contractors working in the African American, Latino, urban Indian, Asian American-Pacific Islander, and sexual minorities communities will develop statewide coalitions and implement work plans.

These contractors will work together and in partnership with existing local tobacco contractors (county health departments, tribes, and Educational Service Districts) and other partners to reduce tobacco use and exposure to secondhand smoke among the underserved.

For more information, contact David Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Youth advocacy pilot projects underway

The Tobacco Program is conducting pilot projects with youth coalitions in Skagit and Spokane counties to increase the level of youth activism in those communities.

The Tobacco Program has loaned the expertise of its media advocacy contractor, MWW/Savitt, to work with the youth. Activities developed by the youth coalitions will be designed by youth and for youth, which has been an effective approach in other states.

Skagit's youth coalition, Helping Educate About Tobacco (HEAT), and Affiliated Health Services are developing a local ordinance that requires all tobacco products to be kept behind counters – reducing teen shoplifting and isolating products away from a young child's view. HEAT also is continuing to educate owners of restaurants, bowling alleys, and other family establishments about the dangers of secondhand smoke.

The Spokane Regional Health District and the Spokane Teens Against Tobacco (STAT) youth coalition are developing a plan to create a healthier community. Details of their activities still are being developed.

For more information, contact Susan Zemek at 360-236-3634 or susan.zemek@doh.wa.gov.

La Salle High School Kick Butts Day

On April 2, in observance of Kick Butts Day, the leadership class at La Salle High School in Yakima County organized a day-long educational program to discourage tobacco use.



With the help of a \$500 mini-grant from American Lung Association of Washington, the students created displays, hosted a speaker, and staged a mock trial to emphasize the dangers of tobacco use. All 160 LaSalle students attended the speaker presentation and mock trial, and more than 125 students signed pledges to be tobacco-free for 2003.

The speaker, Mark Dobihal, a local pathologist assistant, showed slides and brought actual body parts of deceased smokers to demonstrate what can happen to the brain, lungs, heart, and other organs when a person uses tobacco.

The cast for the mock trial included a judge, members of the jury, attorneys, and three anti-tobacco characters: Joe Chemo, Susie Slim, and the Marlboro Man. The characters are accused of being addictive, having dangerous health effects, and killing hundreds of thousands of people each year. All three were found guilty and sentenced to life in prison.

UNFILTERED YOU contest winners announced

The Tobacco Program recently announced winners of the anti-tobacco art contest UNFILTERED YOU, with the grand prize going to Aubrey Neal of Bremerton for his audio/rap presentation, “Blazin’ mics, not pipes.”

The contest, featured on the teen Web site unfilteredTV.com, encouraged kids to talk about tobacco use in their families, schools, and communities through artistic expression. More than 100 Washington students entered in five different categories: visual art, written, performance, music/audio, and video production.

The 12 winning submissions include poems, animations, raps and songs, an advertisement, a sketch, and multiple video performances. Submissions were evaluated for artistic presentation and their ability to communicate a strong anti-tobacco message.

The contest winners are featured in the “winner’s gallery” on unfilteredTV.com and are being showcased in an exhibit traveling to malls throughout the state.



Mall exhibit travel dates

May 16-18	River Park Square, Spokane
May 23-25	Bellevue Square, Bellevue
May 30-June 1	South Hill Mall, Puyallup
June 6-8	Tacoma Mall, Tacoma
June 13-15	Valley Mall, Yakima
June 20-22	Wenatchee Valley Mall, Wenatchee
<i>Pending dates</i>	
June 27-29	Westfield Shoppingtown Vancouver, Vancouver
July 4-6	Spokane Valley Mall, Spokane

For more information, contact Susan Zemek at 360-236-3634 or susan.zemek@doh.wa.gov.

Continuing education credits available through the resource center



The Tobacco Prevention Resource Center can, under most circumstances, offer continuing education credits to health professionals attending tobacco education activities.

Physicians, dieticians, social workers, health educators, and others are required to earn continuing education credits throughout the year to stay abreast of new information. The credits can be a valuable tool for attracting health professionals to contractors' tobacco-related activities. There are specific guidelines and requirements for offering credits. Contact Kara Queirolo at 206-667-6307 no later than 10 weeks before a scheduled event to allow time for application and approval.

Information on continuing education and many other tobacco resources is available at the Tobacco Prevention Resource Center Web site, www.tobaccoprc.org. Contractors and partners may register for access to the site by contacting Roberta Laird at 206-447-9538 or rlaird@jba-cht.com.

For more information, contact Tamatha Thomas-Haase at 360-236-3722 or tamatha.thomas-haase@doh.wa.gov.

School tobacco policy work group formed

A work group comprised of representatives from Educational Service Districts (ESD), the Department of Health, and the Washington Association of School District Administrators has been formed to review the existing tobacco model policy, make recommended changes, and create a sample procedure for implementing the tobacco policy.

The group was formed following three Tobacco Program school policy enforcement trainings held last month in Moses Lake, Tacoma, and SeaTac. The trainings included more than 100 school, ESD, and county contractors, and were led by Jane Pritzel, from the Centers for Disease Control, Division of Adolescent and School Health. The training in SeaTac was for ESD tobacco prevention staff to get specific technical assistance on enforcing school tobacco policies.

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov.

New items at Clearinghouse

The Washington State Tobacco Prevention and Control Clearinghouse continually adds new products to its inventory of comprehensive anti-tobacco materials. New materials include:

- “Following the MSA” brochures (DOH 345-196) – The MSA brochures are guides to the master settlement agreement and public health for Washington communities.

- Tobacco Quit Line magnets (DOH 345-211) – The magnets are in the shape and size of a business card and feature 877-270-STOP and www.quitline.com in black, red, and white lettering.
- Glow in the Dark Pens (DOH 345-217) – Pens are inscribed with the Washington Quit Line toll-free number and UnfilteredTV.com.
- Key chains (limited quantities) – “Don’t Make Me Choke on Your Secondhand Smoke” (BO-KEY266); “Kick Butt” (BO-KEY267); “If You’re Smoking In Here, You’d Better Be On Fire” (BO-KEY265); “Butts Are Gross – Spanish” (BO-KEY390-ES).
- Posters (limited quantities) – “Sure You Can Smoke Around Me, I’ll Just Quit Breathing” (BO-PS36); “If You’re Smoking in Here, You’d Better Be On Fire” (BO-PS269).

These, and a variety of other items, are available for general distribution to contractors. Clearinghouse staff is available to help select the most appropriate materials for outreach efforts, including fairs, conferences, and trainings. A list of Clearinghouse items is available at www.doh.wa.gov/tobacco/contractors/clearinghouse.htm.

To order materials or request order forms or for information on available inventory, call 360-236-3695 or e-mail tobacco.clearing@doh.wa.gov.

Current O2 Magazine available online

The May issue of O2 Magazine features reviews of Kick Butts Day activities from around the state and winning submissions from the UNFILTERED YOU anti-tobacco art competition (see article above).

The April issue features 25 counter-ads, created by teens from around the state who had been asked to pick a real tobacco ad and create one that told the truth about tobacco. . Also in the issue is an interview with Michael Moore and Christine Gregoire, conducted by youth reporters at the Tobacco Program’s annual conference in March.

To view the issues or get more information about submitting articles, visit the O2 Web site, <http://depts.washington.edu/o2editor/index.html>.

American Legacy Foundation Sunburst Pin available through QVC

The American Legacy Foundation’s Circle of Friends Sunburst Pin is now available through QVC shopping service. The designer pin is part of the Circle of Friends initiative to raise awareness of the impact of tobacco-related diseases on women, and to highlight the importance of supporting those trying to quit.

To order the pin, contact QVC at 800-345-1515 and request item J99555 or go to www.qvc.com/sunburst. For more information about Circle of Friends, call 800-243-3700 or go to www.join-the-circle.org.

Tobacco conference measures success

The Tobacco Program's *Success through Partnerships* conference received an outstanding/above average rating from 86 percent of attendees who completed a conference evaluation survey.



More than 250 people attended the conference, held March 4-6 at the DoubleTree Hotel in SeaTac, participating in workshops and trainings, networking with colleagues, and listening to local, regional, and national tobacco prevention experts.

Participants had an overall positive experience in the conference's 39 trainings and workshops. Most of the survey respondents (71 percent) said the workshops met their needs and 77 percent were satisfied with the topics covered by the workshops. While 82 percent felt their workshops were well prepared and well presented, 21 percent would have liked the workshops to be longer.

Conference speakers included Secretary of Health Mary Selecky, Washington Attorney General Christine Gregoire, and Mississippi Attorney General Mike Moore. Ninety-five percent of respondents felt the speakers' topics were relevant to their work and 92 percent found the speakers' presentations to be interesting.

For more information, contact Terry Reid at 360-236-3665 or terry_reid@doh.wa.gov.

Web site updates

The Tobacco Program Web pages are updated regularly, so be on the lookout for new items. There are several additions this month:

- New pages featuring the new youth, secondhand smoke, and Hispanic media campaigns are available. [View the pages.](#)
- Many people at this year's *Success through Partnerships* conference commented on state and local project posters, which are now available online. [View the posters.](#)
- The media placement schedules, which give placement information for the program's counter-marketing efforts, have been moved. [View the schedules.](#)

Submissions for future newsletters

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and successful "quit attempts" to wright2@olywa.net or 360-943-3642.

Phillip Morris case impact

Learn about some of the implications of the Phillip Morris/Illinois case in an analysis by Department of Health legislative liaison Victor Colman. [View the analysis.](#)

In the news

Phillip Morris bond stories

[Phillip Morris must pay \\$10.1 billion in “lights” case](#)

[Attorneys General from across country join Phillip Morris to keep cash flowing](#)

Other stories

[Online tobacco a growing hazard](#)

[Nicotine may have link to SIDS](#)

[Smoking ban eased town’s hearts](#)

[Student smokers get a choice](#)

[Anti-smoking campaign really kicks butts](#)